

ECONOMIC DEVELOPMENT COMMISSION MINUTES
August 14, 2018
Waverly City Hall – Civic Center
7:00 a.m.

A. Call to Order

1. Voting Members Present:	Steve Egli, Chairperson Brittney Diercks, Vice Chairperson Gary Grace (left 7:48am) Crystal Harms (arrived 7:05am) Gene Lieb Troy Miller Paula Stevenson (arrived 7:15am)
Voting Members Absent:	Mark Hanawalt Deb Schroeder
Non-Voting Partners Present:	Jim Atty, Waverly Health Center Darrel Colson, Wartburg Ed Klamfoth, W-SR Schools Dan McKenzie, City Council Liaison Travis Toliver, Waverly Chamber Darrel Wenzel, Waverly Utilities
Non-Voting Partners Absent:	Linda Allen, Hawkeye Community College Heidi Solheim, Waverly Health Center Dean Soash, Mayor
Staff Present:	James Bronner, City Administrator Connie Tolan, Economic Development Specialist Bill Werger, Economic Development Director

2. Approval of Agenda:

Motion By: Diercks Seconded By: Grace

Move that the agenda be approved as printed.

Yes: 5 No: 0 Absent: 4

3. Approval of Previous Minutes:

Motion By: Lieb Seconded By: Miller

Move that the minutes of the July 10, 2018 Economic Development Commission Meeting be approved.

Yes: 5 No: 0 Absent: 4

B. Regular Business

1. Discuss TIF Amendment

Werger walked the Commission through details of a TIF amendment staff is working on for City Council approval. In 1999 two large areas were placed in TIF districts and certified. Those districts are nearing their 20 year sunset. Properties

within those districts that have not been developed are proposed to be removed so that if a project comes up in the future it can be put back in and certified and increment could be captured. Staff is looking to bring the amendment to City Council for action sometime this fall.

2. Infrastructure Updates

The Bremer Avenue Reconstruction project continues moving forward. Discussions are beginning again about the streetscape for Bremer Avenue. The Cedar River Parkway is scheduled to be completed by the middle of next summer.

3. Branding Initiative Update

Tolan stated that we are starting to receive information from AMPERAGE's research phases. Final deliverables of a Brand Platform and sharable document summarizing their research are anticipated in September. The next step will be to enter into an agreement for a marketing plan.

4. Updates from Participants

i. State Bank (Brittney Diercks)

Diercks stated that interest rates have started going up. The bank has grant money available for first time homebuyers. State Bank has been hosting "Cookin' for a Cause". The bank matches donations up to \$500. Go-Hawk Savings Bank is a student driven bank where employees go to the school to help provide financial education as the students process the deposits.

ii. Others

Tolan reported that 2 leads came in for existing buildings that Waverly was not able to respond to due to not having the buildings fitting the requirements. She is working with a local lead. Waverly has 9,600 sq ft of warehouse space that just became available. Tolan is working on business visits. CVRP is rolling out a regional quality of life marketing campaign called Live the Valley, Work the Valley. We are reaching out to HR contacts to post open positions as the campaign will be highlighting the job board. We are hoping this will help with recruitment of workforce to the area.

C. Old Business

None

D. New Business

None

E. Next Meeting Date

The next meeting is scheduled for Tuesday, September 11, 2018 at Waverly City Hall.

F. Adjournment

The Economic Development Commission meeting was adjourned.